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VIDEO AGE

INTERNATIONAL

www.VideoAgeDaily.com

DAY

April 3, 2017

Does The Future Pay For The Present? Ask Exhibitors

The future is clearly on display at this MIP-TV: a total of 13 seminars and conferences are about Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR). At past MIPs, 3D technology sort of fizzled out, but now, after HD and UHD, it's VR, AR and MR's turn.

Since the future is very important, the television industry should invest in its own. The question is then: Is MIP the best place to invest in the TV future? Plus, is the future just VR, AR and MR?

"I have to worry about the present," commented Cesar O. Diaz of 7A Media. "You know the price we pay for the booth," answered Carsey-Werner's Herb Lazarus, "the conferences were in my way..."



they took my clients away from my booth," he said of past experiences.

On the other hand, Multicom's Irv Holender looks to the future "for digital opportunities and growth through telephone companies."

"Outside events [like conferences] don't play a large part in our sales process," said GRB's Michael Lolato, "the bulk of our

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Kids TV Is Getting More Fragmented

At MIP-TV, children's television is getting into the spotlight, too. For sure, the sheer number of exhibiting companies that offer children's programming makes it impossible to ignore.

There are a total of 844 participating companies with kids' and teens' programs. Of these companies, 700 offer animation, while exhibitors with children's fare is a whopping 395.

However, Mondo TV's Matteo Corradi laments the problem of Bologna Book Fair taking place concurrently with MIP-TV, "Global content companies as we are need

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How TV In Europe Covers Donald Trump

The U.S. is a country made of hyphenated people: Italian-Americans, German-Americans, Greek-Americans, Spanish-Americans, and so on. For this and other reasons it's interesting to see how the media in each of the first countries of those hyphenates covers President Donald Trump.

"The Greek TV coverage on Trump ranges from neutral to positive, at the present time," said JTTV's John Triantafyllis from Athens.

"Spain media is very critical," added producer Santiago Gimeno de Prieto from Madrid. "However, there are differences in the tone of the criticism. On TVE, the public TV network, the forms are kept in tune with the Spanish government, maintaining a balance. On La Sexta, whose profile is on the left, the American president is not only criticized, but he's the butt of jokes in its comedy shows," he said.

"However, not even Spain's

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The Sweetest Game Just Got Sweeter

The Game Show

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